

Fig. 1

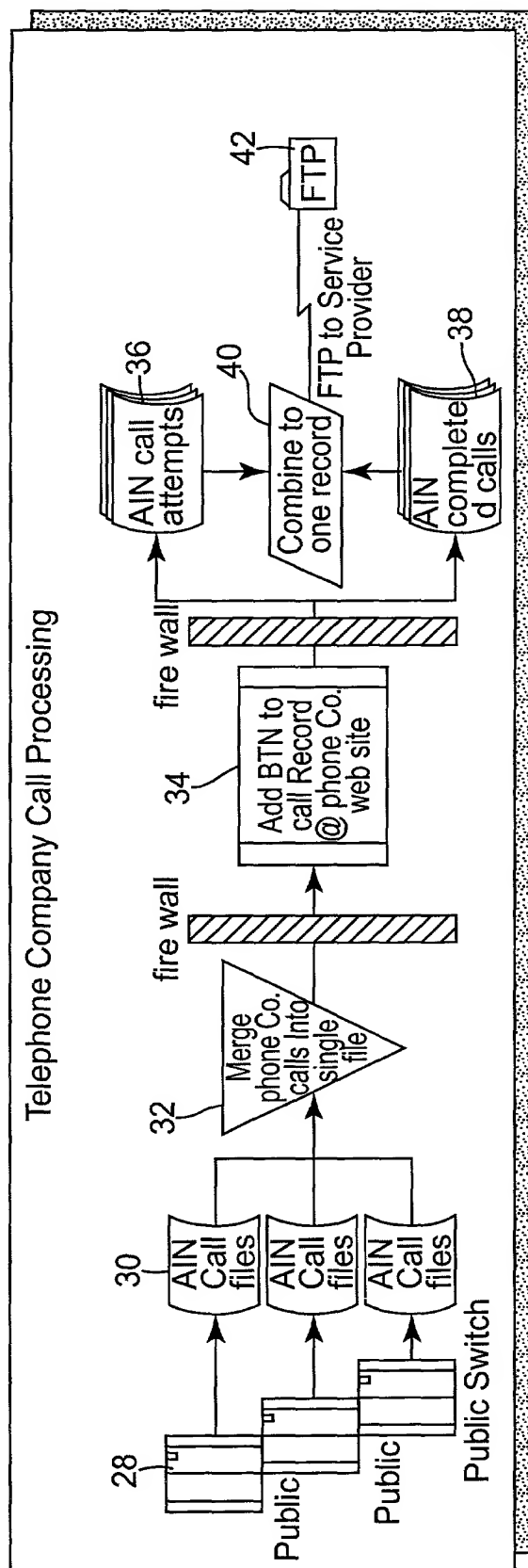


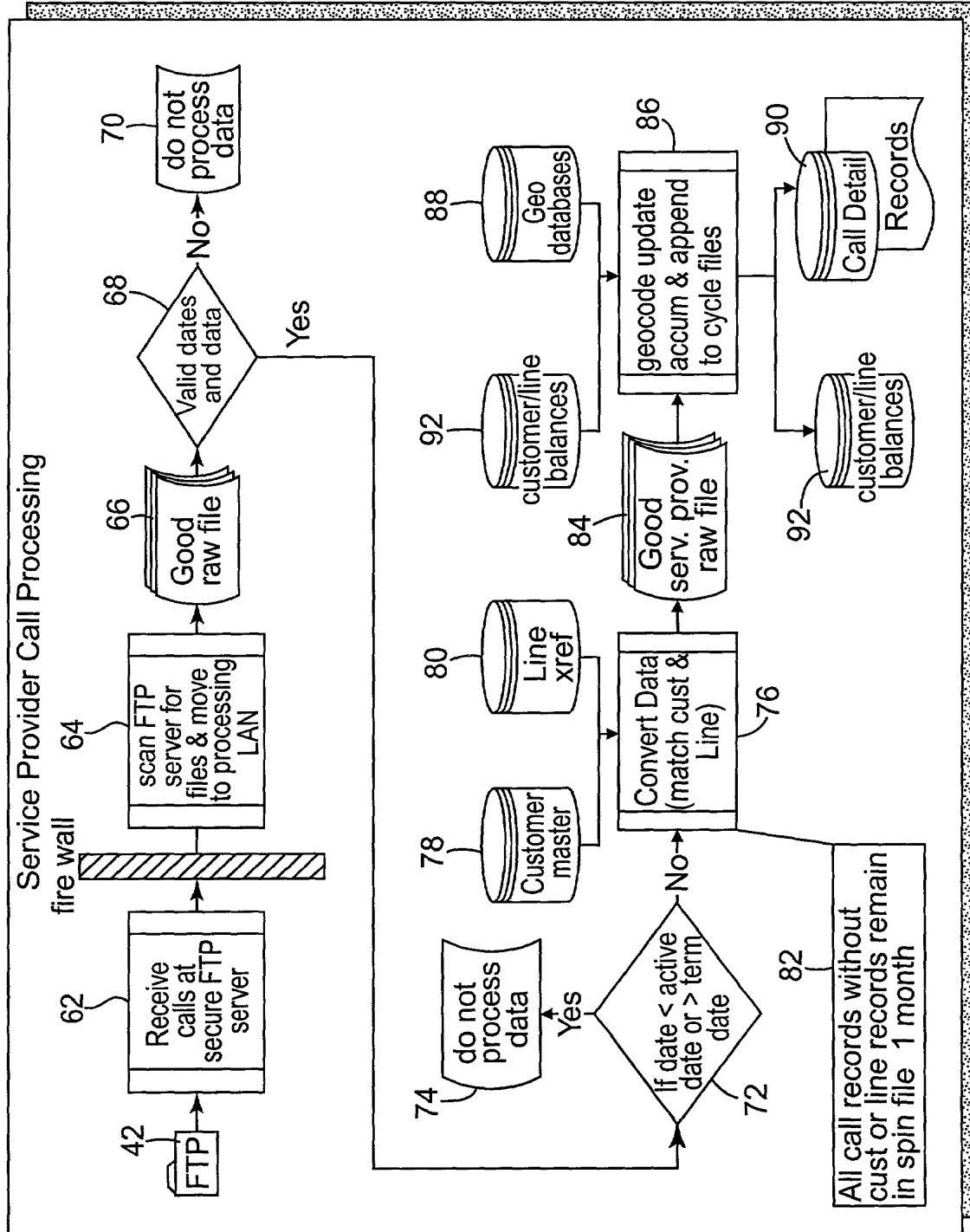
Fig. 2

BBOC ID	Vencode	Cmr_rate	study type	vendor type	btn	line	time	date
85006cf5c010	11	cmr_sample_c	0	0	10507288180	105072527500	6050700	819981007
44						46	48	50
52								

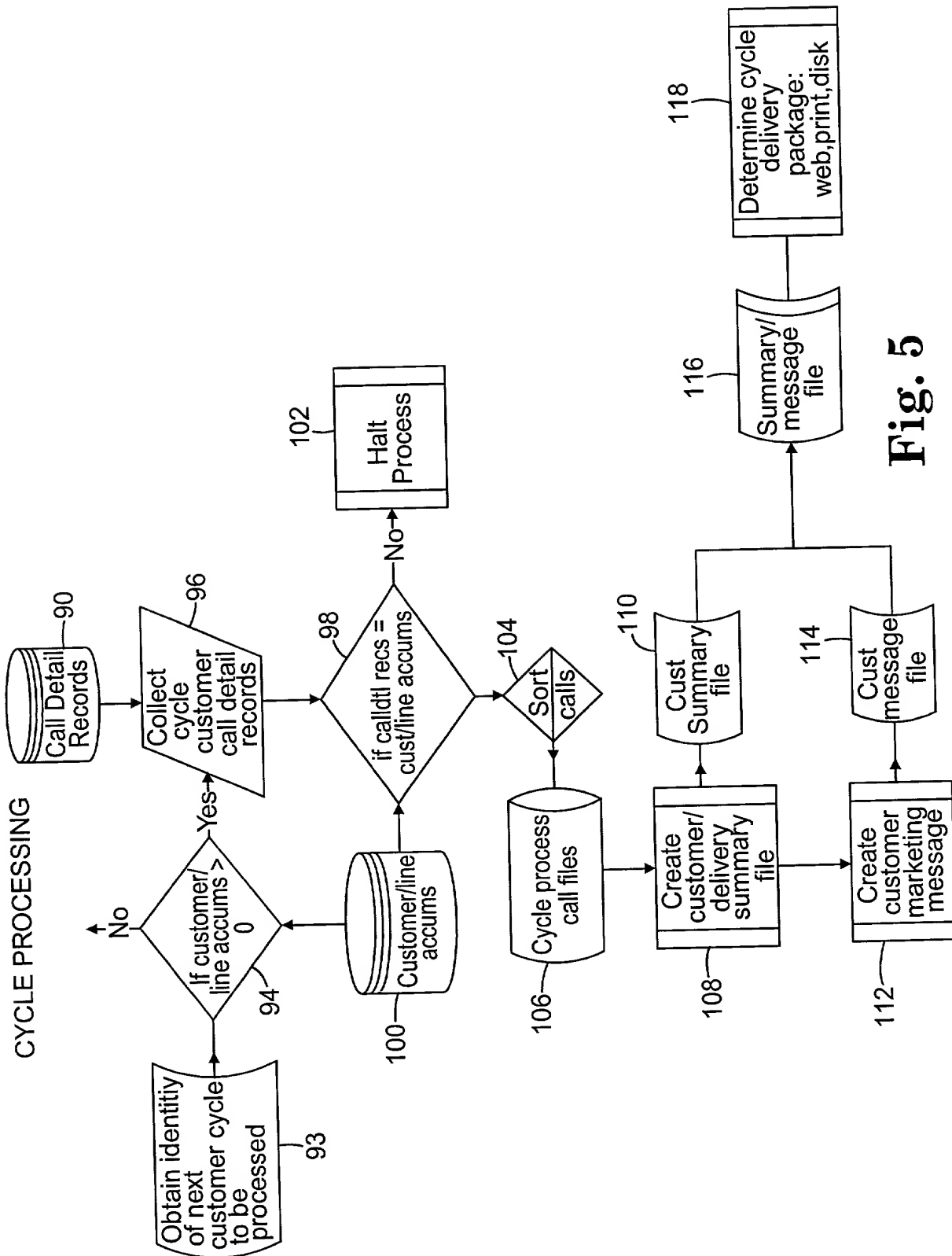
  

calling party	name	zip	calltype	response type	duration	sec err code	busyed	exception	busycase
105078679181	nr	9559233503	CONTINUE	1	1	40 0	0	0	
54			56			58			60

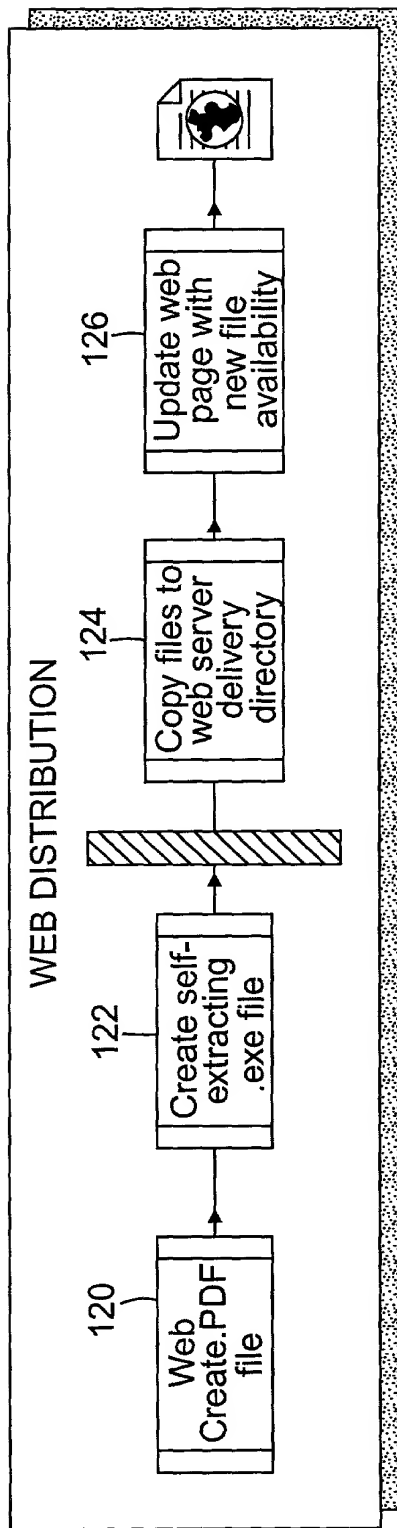
Fig. 3



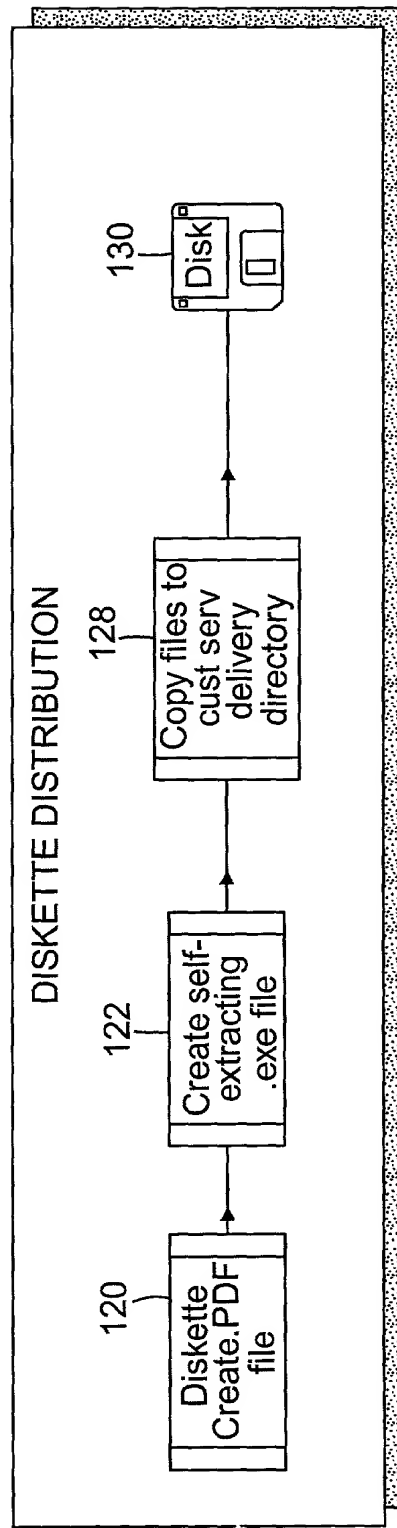
**Fig. 4**



**Fig. 5**



**Fig. 6**



**Fig. 7**

132	134	136	138	140	142	144	146	148	150	152	154	156			
File ID	CDATE	CTIME	DN	CPN	CALL TYPE	CALL DISP	CALL STAT	CALL DUR	XACTION	CPN NAME	POSTAL CODE	LONGITUDE	LATITUDE	Q BYTES	MISC
	8/22/98	04:18:15 PM	5135551212	9375787400	I	2	0	0		unavailable		-84.193714	39.759868	S	
	8/22/98	04:18:36 PM	5135551212	8122562495	I	0	1	260		unavailable		-85.384117	38.733633	S	
	8/22/98	04:32:30 PM	5135551212	7405458420	I	0	1	200		unavailable		-82.961757	40.232652	S	
	8/22/98	06:39:51 PM	5135551212	1111111111	I	0	1	360		unavailable		0.000000	0.000000	U	
	8/23/98	08:55:34 AM	5135551212	5555555555	I	0	1	2730		unavailable		0.000000	0.000000	U	
	8/23/98	09:09:07 AM	5135551212	1111111111	O	0	1	240		unavailable		0.000000	0.000000	U	
	8/23/98	09:52:46 AM	5135551212	1111111111	I	1	0	0		unavailable		0.000000	0.000000	U	
	8/23/98	12:22:41 PM	5135551212	1111111111	I	0	1	230		unavailable		0.000000	0.000000	U	
	8/23/98	12:48:28 PM	5135551212	5133901888	I	0	1	110		unavailable		-84.519930	39.102459	S	
	8/23/98	01:41:09 PM	5135551212	6066207160	I	0	1	220		unavailable		-84.519930	39.102459	S	
	8/23/98	01:53:10 PM	5135551212	9378565488	I	0	1	100		unavailable		-84.364952	39.623529	S	
	8/23/98	02:17:51 PM	5135551212	1111111111	I	2	0	0		unavailable		0.000000	0.000000	U	
	8/23/98	03:32:58 PM	5135551212	1111111111	I	0	1	50		unavailable		0.000000	0.000000	U	
	8/23/98	03:47:34 PM	5135551212	5136598931	I	3	0	0		unavailable		-84.519930	39.102459	S	
	8/23/98	05:30:56 PM	5135551212	7658471638	I	0	1	220		unavailable		-84.941571	40.049073	S	
	8/23/98	07:16:25 PM	5135551212	9372740967	I	0	1	70		unavailable		-84.225906	39.790287	S	
	8/23/98	11:09:44 PM	5135551212	1111111111	I	0	1	2720		unavailable		0.000000	0.000000	U	
	8/21/98	09:06:43 AM	5135551212	6066354067	O	0	1	50		unavailable	410019720	-84.419803	38.880692	A	
	8/20/98	09:17:34 AM	5135551212	6065895650	I	0	1	4400		unavailable	410058211	-84.722085	39.028344	A	
	8/19/98	08:33:35 AM	5135551212	6068697769	I	2	0	0		unavailable	410059751	-84.737297	39.075182	A	
	8/19/98	09:05:04 AM	5135551212	6066879769	I	0	1	2180		unavailable	410059751	-84.737297	39.075182	A	
	8/19/98	05:22:59 PM	5135551212	6066896779	I	0	1	2850		unavailable	410059751	-84.737297	39.075182	A	
	8/21/98	08:55:45 PM	5135551212	6066722444	I	0	1	280		unavailable	410069608	-84.369442	38.787168	A	
	8/17/98	11:59:37 AM	5135551212	6069218116	O	0	1	760		unavailable	410111135	-84.530487	39.082738	A	
	8/20/98	02:43:02 PM	5135551212	6062198116	I	0	1	3450		unavailable	410111135	-84.530487	39.082738	A	
	8/21/98	04:59:46 PM	5135551212	6062198116	I	1	0	0		unavailable	410111135	-84.530487	39.082738	A	
	8/18/98	10:21:30 AM	5135551212	6062916544	I	0	1	1610		unavailable	410111160	-84.529001	39.082483	A	
	8/19/98	09:26:36 AM	5135551212	6069214564	I	0	1	710		unavailable	410111160	-84.529001	39.082483	A	

Fig. 8

Geocoding logic hierarchy		Value
Criterion		
IF	180 — <u>CASE 1</u> 9 digit zip exists in zip field	A B C D E F
	otherwise	
	9 digit zip (1st 5 digits)	
	9 digit zip (1st 3 digits)	
	npanxx of calling # field	
	npa of calling # field	
otherwise, IF	182 — <u>CASE 2</u> 6, 7, or 8 digit zip exists in zip field (bad data)	G H I
	AND	
	otherwise	
	otherwise	
	184 — <u>CASE 3</u> 5 digit zip exists in zip field	
	otherwise	
otherwise, IF	186 — <u>CASE 4</u> < 5 digit zip exists in zip field (bad data)	J K L M N
	AND	
	otherwise	
	otherwise	
	otherwise	
	otherwise	
otherwise, IF	188 — <u>CASE 5</u> 0 or null exists in zip field (no zip)	P Q R
	AND	
	otherwise	
	otherwise	
	otherwise	
	otherwise	
otherwise, IF	190 — <u>CASE 6</u> 9 digit zip exists in zip field (bad data)	S T U
	AND	
	otherwise	
	otherwise	
	otherwise	
	otherwise	

Fig. 9



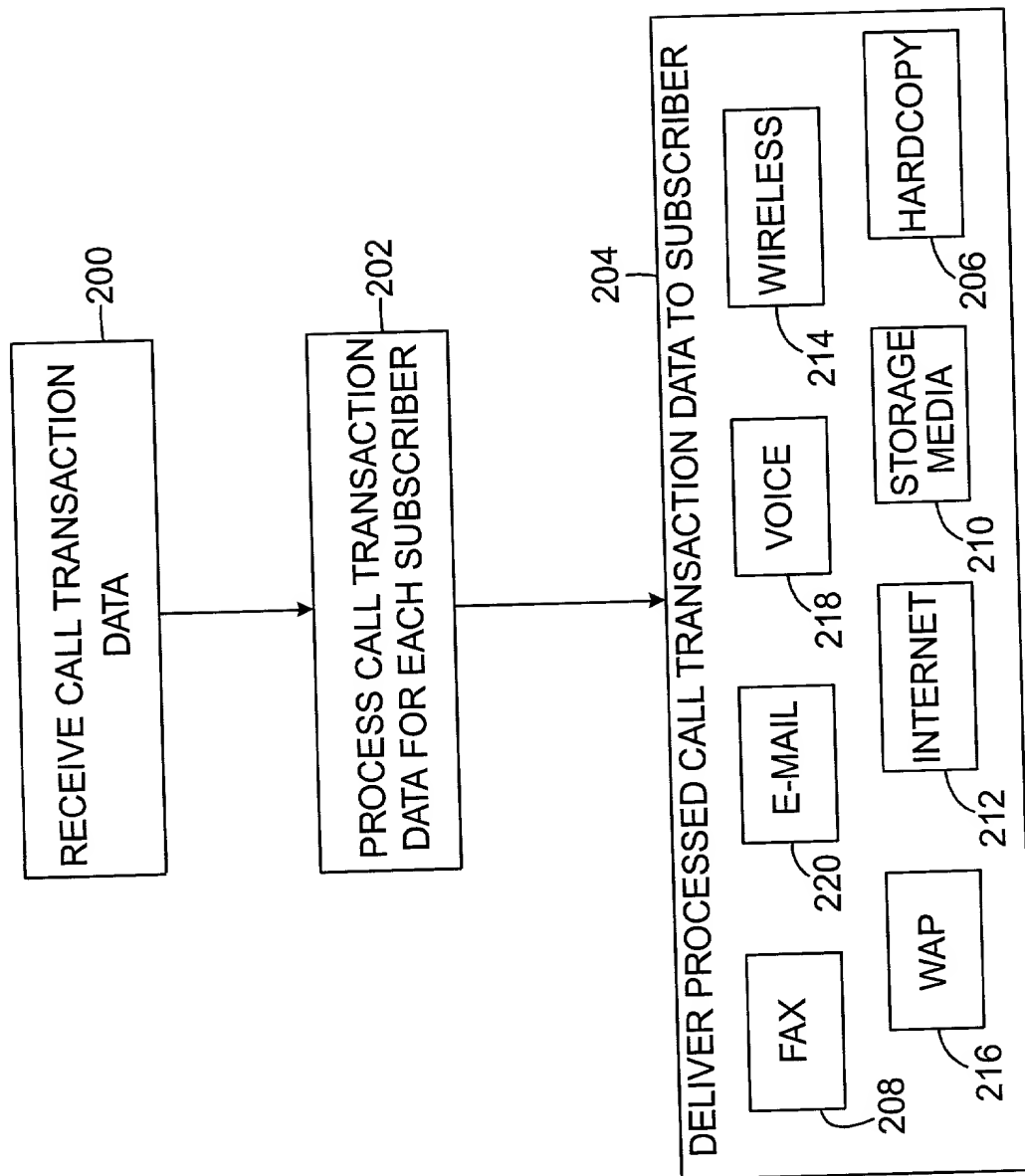
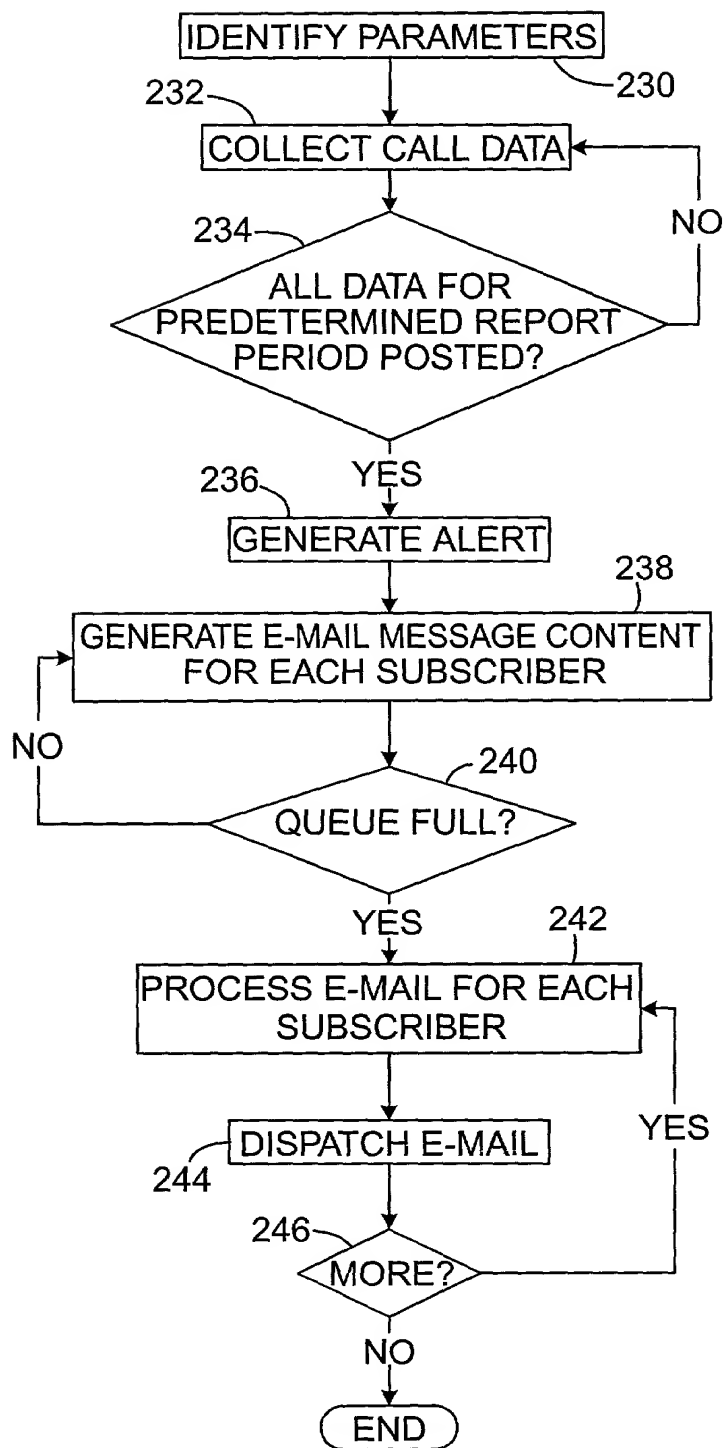


Fig. 10



**Fig. 11**

From: TeleFlash [@xyztelco.com](mailto:@xyztelco.com) 252  
Sent: 254 Monday, April 10, 2000 8:00  
To: [customer@ispserver.com](mailto:customer@ispserver.com) 250  
Subject: Telco Weekly Call Summary

Telephone Co. *TeleFlash*

258 Here is your call summary information for the week of: 256 April 3, 2000 – April 9, 2000  
Phone Number: 301-555-1234

Total incoming calls for the week:	2909	
Total answered calls for the week:	2744	(94%)
Total unanswered calls for the week:	30	(1%)
Total busy calls for the week:	134	(5%)
Total other calls for the week:	1	(0%)

260

Your 7 day average calls per day:	416
Your Mon-Fri average calls per day:	562
Your busiest calling day:	Thursday
Your busiest calling hour:	3-4 PM

262 Try Call Option-1 for as low as \$25.00 a month

You will be able to analyze: <http://www.xyztelco.com> 266

- Maps of calls and callers
- Lists of top callers and callers who received busies
- Who you spend the most amount of time with?
- Trends of what happens by week, month, etc...
- How effective your marketing and advertising programs are?

Advertisement Text... Advertisement Text... Advertisement Text... Advertisement Text...



270 If you would like to have this E-mail sent to other individuals within your company, go to <http://www.xyztelco/teleflash.com/personalpage>

If you would like to stop receiving this E-mail notification, go to <http://www.xyztelco/teleflash.com/personalpage> 268

Fig. 12



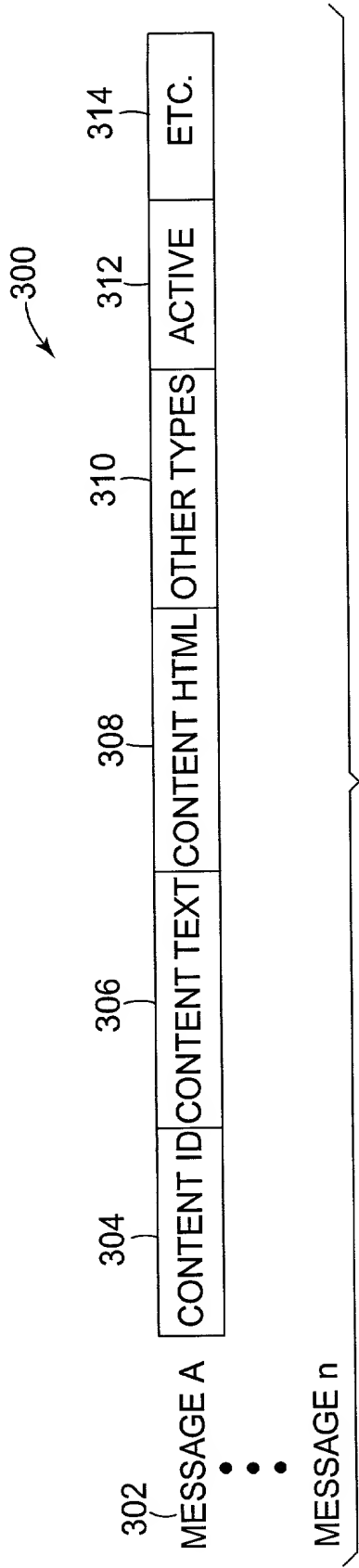


Fig. 14

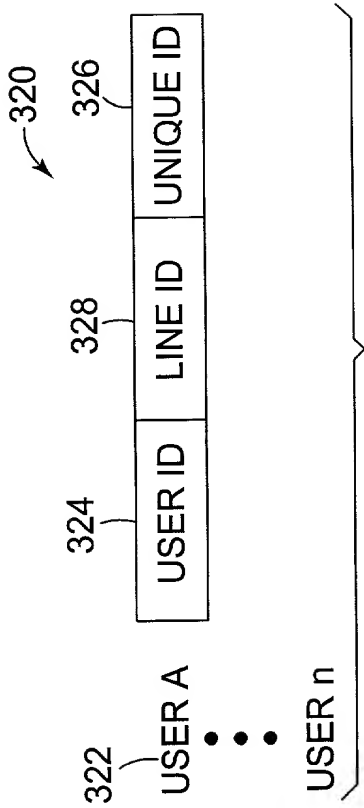


Fig. 15

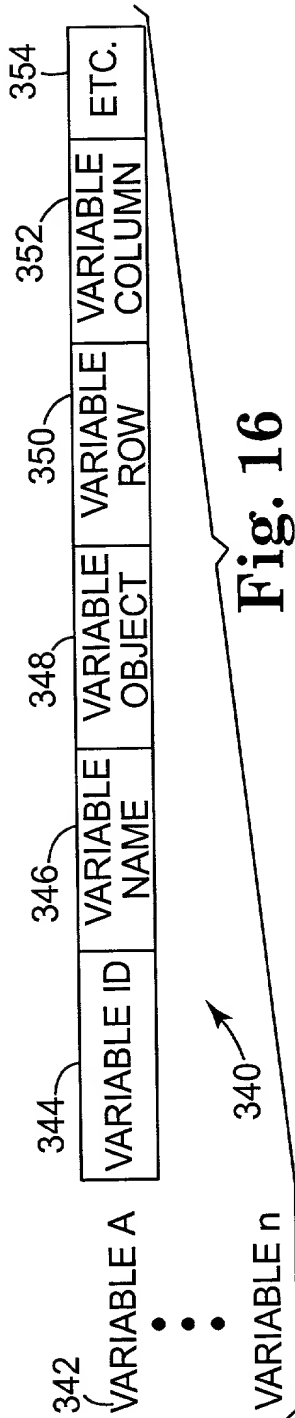
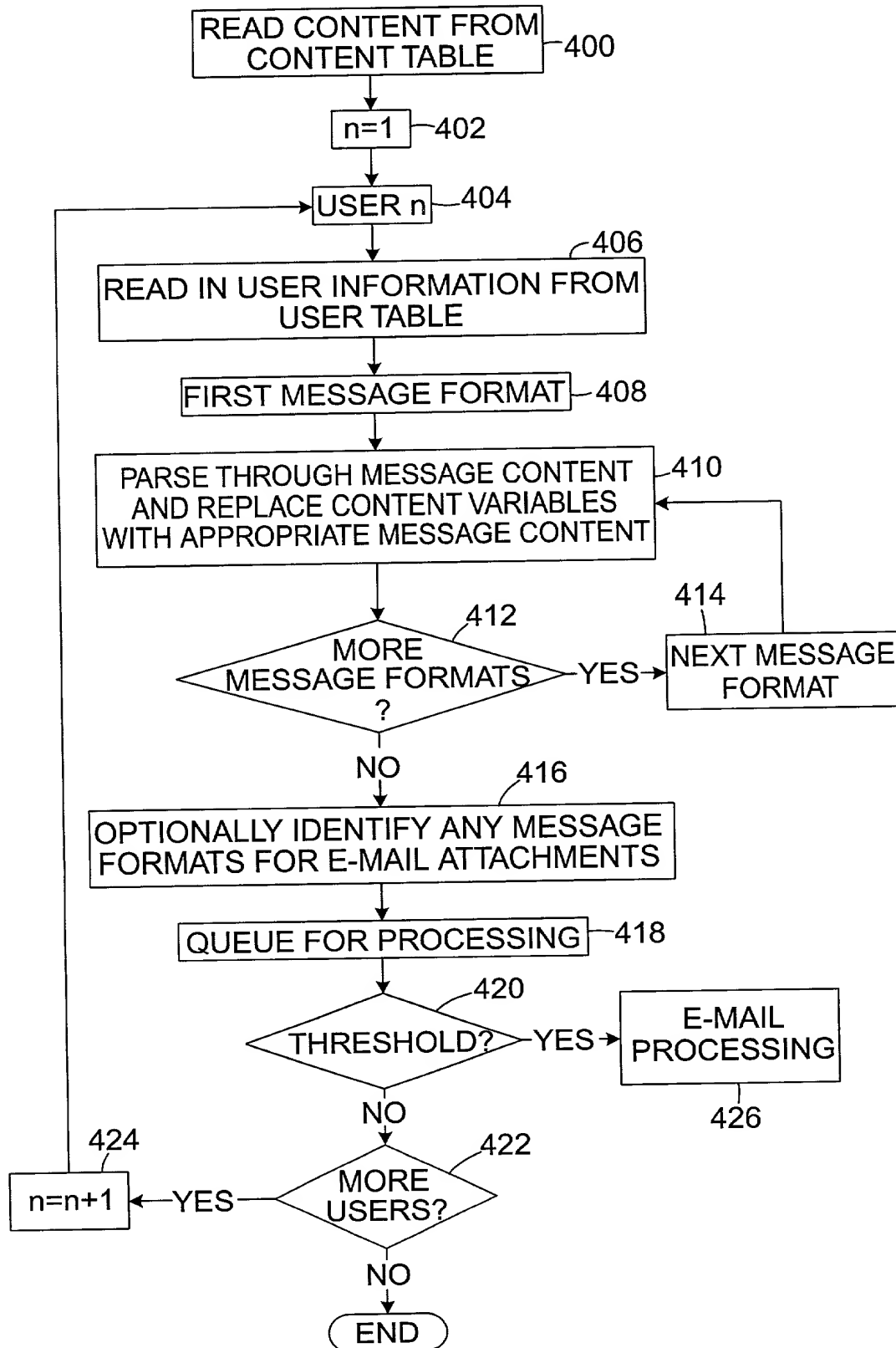


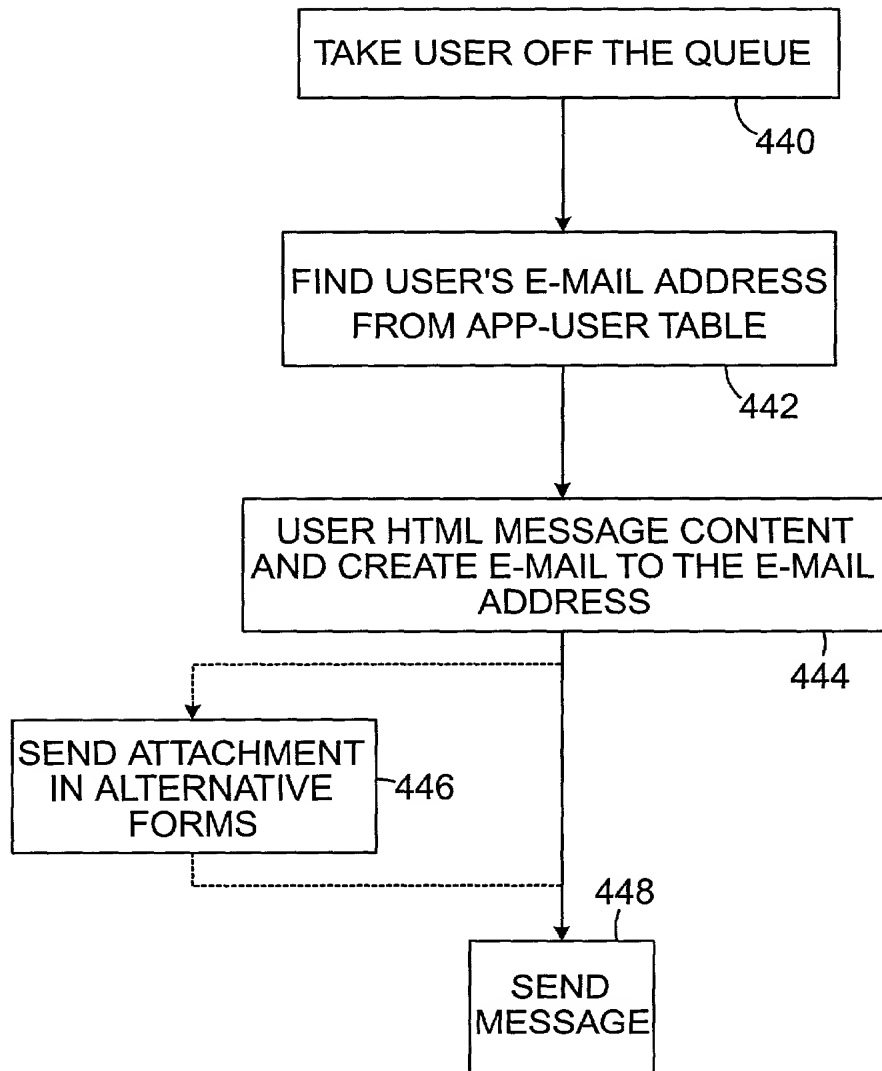
Fig. 16

360	INCOMING	NUMBER OF CALLS THAT CAME IN
362	ANSWERED	NUMBER OF CALLS THAT WERE ANSWERED
364	UNANSWERED	NUMBER OF CALLS THAT WERE UNANSWERED
366	BUSY	NUMBER OF CALLS THAT WERE BUSY
368	OTHER	NUMBER OF CALLS THAT WERE OF AN UNKNOWN STATE
370	INCOMING %	PERCENTAGE OF CALLS THAT CAME IN (i.e., 100%)
372	ANSWERED %	PERCENTAGE OF CALLS THAT WERE ANSWERED
374	UNANSWERED %	PERCENTAGE OF CALLS THAT WERE UNANSWERED
376	BUSY %	PERCENTAGE OF CALLS THAT WERE BUSY
378	OTHER %	PERCENTAGE OF CALLS THAT WERE OF AN UNKNOWN STATE
380	SEVEN DAY AVERAGE	AVERAGE NUMBER OF CALLS FOR THE SEVEN DAYS
382	FIVE DAY AVERAGE	AVERAGE NUMBER OF CALLS FOR FIVE DAYS (M-F)
384	FIVE DAY TOTAL	NUMBER OF CALLS FOR FIVE DAYS (M-F)
386	BUSY DAY	THE DAY WITH THE MOST TOTAL CALLS
388	BUSY DAY TOTAL	NUMBER OF CALLS THAT OCCURRED FOR THE BUSIEST DAY
390	TOP ZIP	THE ZIP CODE WHERE THE MOST CALLS CAME FROM
392	TOP STATE	THE STATE WHERE THE MOST CALLS CAME FROM

Fig. 17

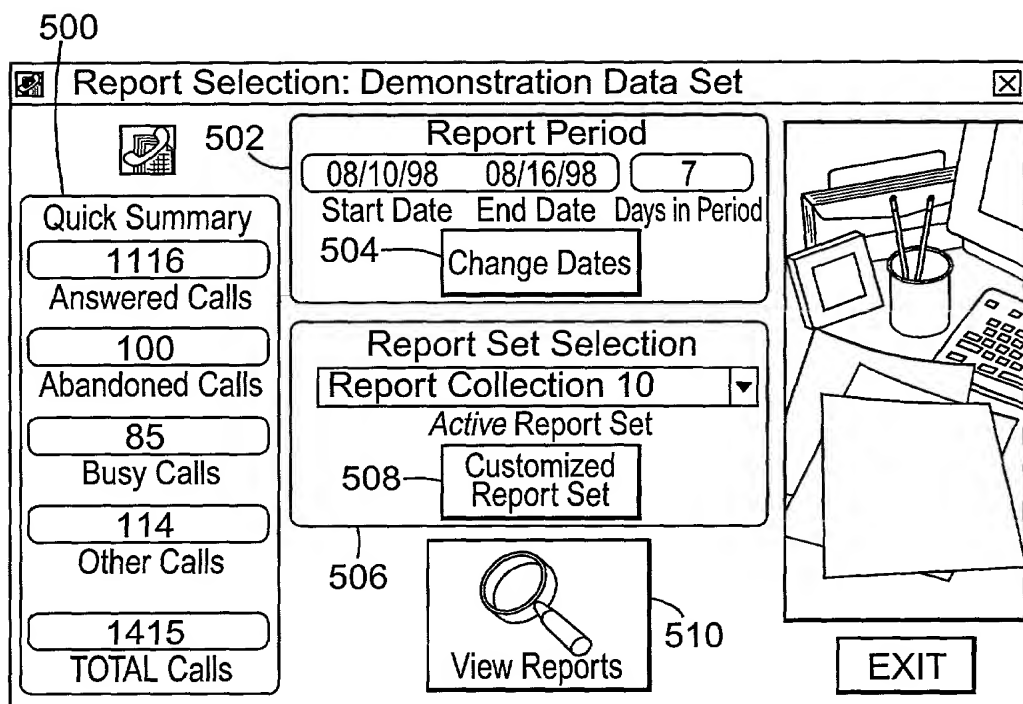


**Fig. 18**



**Fig. 19**





**Fig. 20**

August 1998						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	*ACTIVE*	14	15	16
			Available			
17	18	19	20	21	22	23
			Available			
24	25	26	27	28	29	30
31	1	2	3	4	5	6

**Fig. 21**



October 26, 1998 - November 1, 1998

## New ZIP Codes

540

New ZIP codes discovered in the current date range ranked by answered call count.

Zip Code	State	Call Count	First Call Date & Time	Last Call Date & Time	Total Duration
55402	MN	11	10/26/98 11:07:00 AM	10/30/98 02:46:00 PM	0:27:40.0
55416	MN	11	10/26/98 12:11:00 PM	10/29/98 02:37:00 PM	0:11:25.0
84111	UT	6	10/26/98 09:56:00 AM	10/28/98 02:15:00 PM	0:31:12.0
55343	MN	6	10/26/98 01:38:00 PM	10/30/98 11:57:00 AM	0:14:28.0
56304	MN	5	10/26/98 06:43:00 PM	10/28/98 05:47:00 PM	0:44:51.0
85012	AZ	4	10/27/98 05:15:00 PM	10/29/98 05:48:00 PM	0:06:14.0
55347	MN	4	10/26/98 06:51:00 AM	10/28/98 02:43:00 PM	0:02:31.0
98191	WA	3	10/26/98 10:34:00 AM	10/29/98 06:09:00 PM	0:16:07.0
55104	MN	3	10/26/98 11:48:00 AM	10/27/98 11:30:00 AM	0:03:12.0
55415	MN	3	10/27/98 05:34:00 PM	10/30/98 01:03:00 PM	0:02:17.0
80132	CO	3	10/26/98 12:57:00 PM	10/26/98 02:57:00 PM	0:01:24.0
55425	MN	2	10/26/98 04:25:00 PM	10/28/98 03:56:00 PM	0:06:05.0
98188	WA	2	10/28/98 01:26:00 PM	10/28/98 01:29:00 PM	0:05:34.0
83204	ID	2	10/30/98 11:09:00 AM	10/30/98 11:09:00 AM	0:04:48.0
55431	MN	2	10/26/98 03:59:00 PM	10/30/98 09:44:00 AM	0:03:39.0
55124	MN	2	10/27/98 02:08:00 PM	10/27/98 02:10:00 PM	0:03:07.0
55364	MN	2	10/27/98 03:50:00 PM	10/27/98 03:50:00 PM	0:00:46.0
55437	MN	2	10/28/98 05:11:00 PM	10/29/98 03:25:00 PM	0:00:29.0
55305	MN	1	10/27/98 03:20:00 PM	10/27/98 03:20:00 PM	0:09:54.0
85283	AZ	1	10/28/98 05:44:00 PM	10/28/98 05:44:00 PM	0:07:33.0
85024	AZ	1	10/27/98 05:41:00 PM	10/27/98 05:41:00 PM	0:04:06.0
80202	CO	1	10/30/98 01:36:00 PM	10/30/98 01:36:00 PM	0:03:35.0
55118	MN	1	10/30/98 08:37:00 AM	10/30/98 08:37:00 AM	0:03:17.0
97401	OH	1	10/29/98 02:13:00 PM	10/29/98 02:13:00 PM	0:02:32.0
80206	CO	1	10/28/98 10:09:00 AM	10/28/98 10:09:00 AM	0:02:02.0
68144	NE	1	10/28/98 03:14:00 PM	10/28/98 03:14:00 PM	0:01:51.0
55391	MN	1	10/28/98 05:36:00 PM	10/28/98 05:36:00 PM	0:01:48.0
55011	MN	1	10/26/98 02:30:00 PM	10/26/98 02:30:00 PM	0:01:47.0
85255	AZ	1	10/27/98 05:55:00 PM	10/27/98 05:55:00 PM	0:01:22.0
99216	WA	1	10/30/98 11:29:00 AM	10/30/98 11:29:00 AM	0:01:11.0
97204	OR	1	10/26/98 02:08:00 PM	10/26/98 02:08:00 PM	0:00:57.0
55113	MN	1	10/26/98 03:59:00 PM	10/26/98 03:59:00 PM	0:00:43.0
68102	NE	1	10/26/98 12:05:00 PM	10/26/98 12:05:00 PM	0:00:41.0
98004	WA	1	10/30/98 03:32:00 PM	10/30/98 03:32:00 PM	0:00:41.0
55422	MN	1	10/26/98 11:12:00 AM	10/26/98 11:12:00 AM	0:00:20.0
55102	MN	1	10/27/98 11:47:00 AM	10/27/98 11:47:00 AM	0:00:07.0
55427	MN	1	10/26/98 04:09:00 PM	10/26/98 04:09:00 PM	0:00:06.0
55404	MN	1	10/26/98 04:26:00 PM	10/26/98 04:26:00 PM	0:00:05.0
55420	MN	1	10/26/98 10:05:00 AM	10/26/98 10:05:00 AM	0:00:03.0

Fig. 23

10220 9/29/98

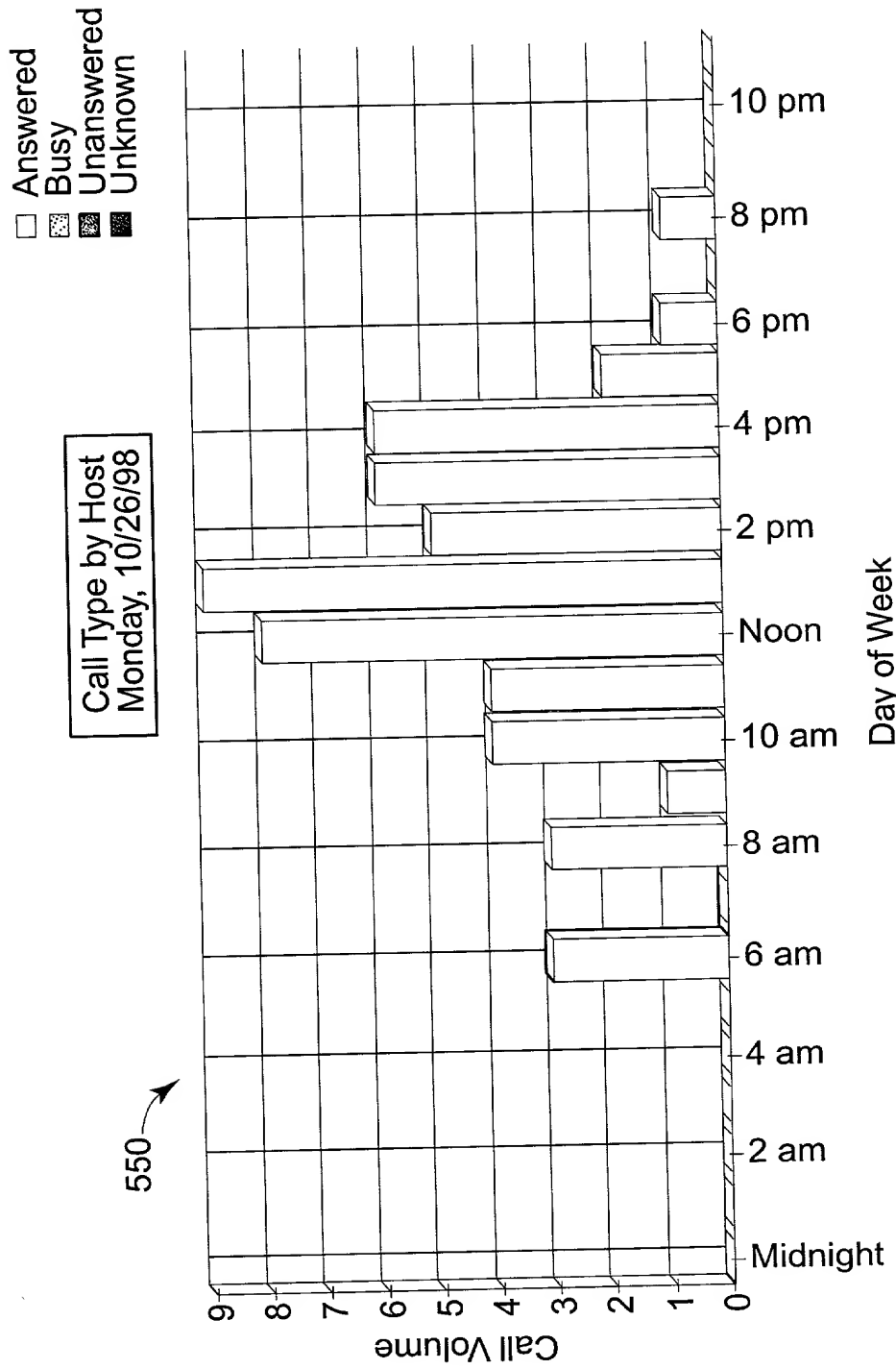


Fig. 24



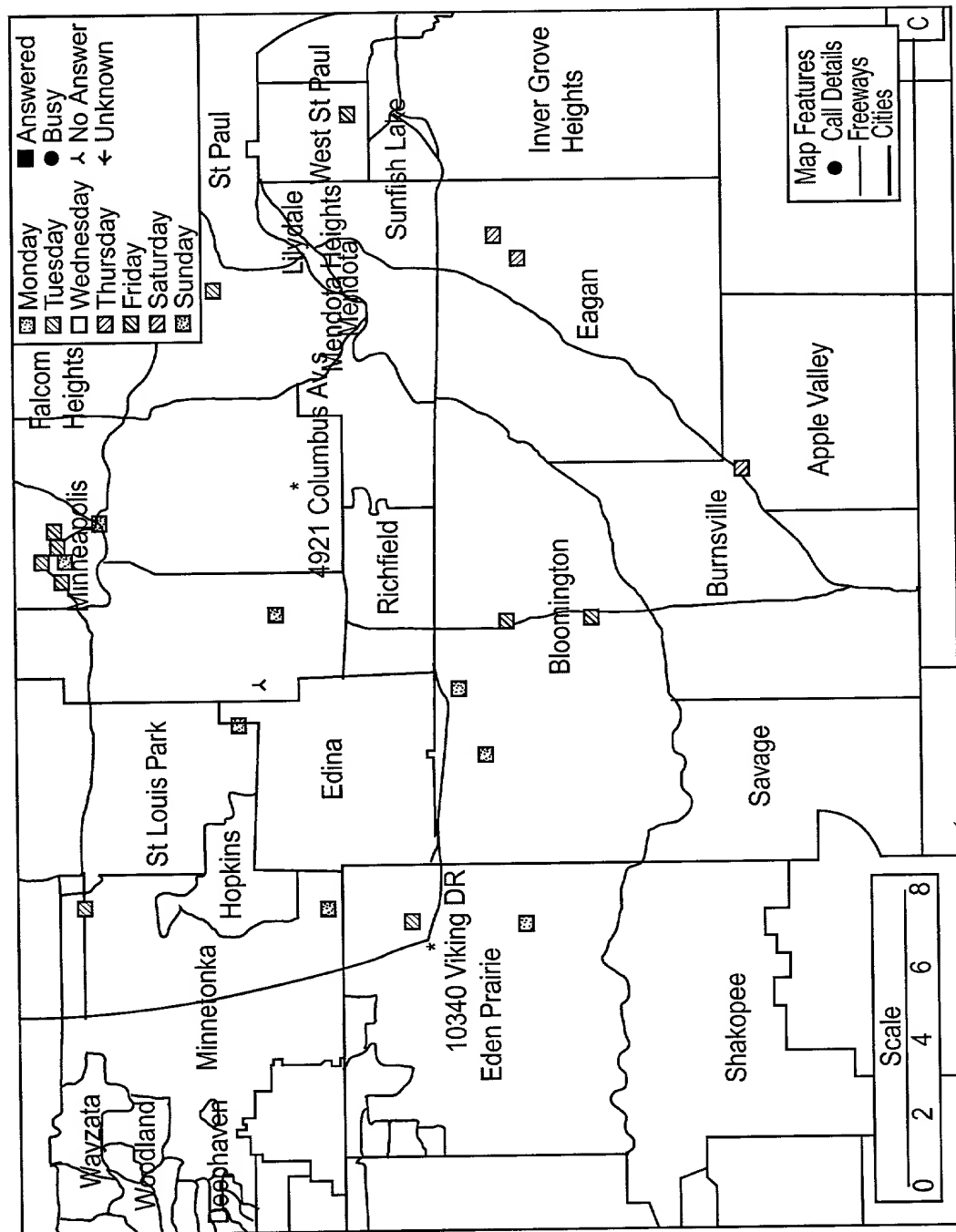


Fig. 26

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